Windows 11
Enter a New Era of AI with Windows 11 Pro & Copilot + PC

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1 ? Why Devices should Be Refreshed

2 Why Devices should Be Refreshed with New Windows 11 ?Pro Devices

?Why to Refresh Devices with new Windows 11 Pro Devices

PRODUCT VALUE

1
More Security & Productivity

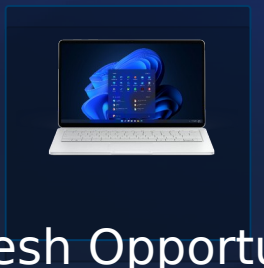
2
Windows 10 End of Support

3

AI-Based Copilot in Windows & Copilot +PC

Go-to-Market WIN OPPORTUNITY

1
AI Devices Category

2 
Refresh Opportunity

Windows 11
Pro

Security in Each Step

More Security Need – 1

The incidence of cybersecurity **-1** threats is increasing day by day

87%

The company has experienced at least one attack in the past two years

2- Even greater risk in hybrid work

43%

The Organization's top priority is Security, especially when working Hybrid

>70%

of business leaders say device quality needs to improve to support hybrid work more successfully.[3]

The Most Secure Windows Ever with Zero Trust

Zero trust is a security model based on the premise that no user or device .can access anywhere until security is verified

Authentication and authorization accordingly

Limiting user access to timely and adequate access

End-to-end protection with technologies such as TPM 2.0, VBS, Microsoft Defender, etc.

- Device Protection
- Attack Protection
- Identity Protection
- Data Protection

58%

Decline in security incidents

20%

Mitigate the risk of a security attack

1. Security Signals Boost SDM Research Learnings. Microsoft, September 2021. LINK
2. Windows 11 Survey Report. Techaisle, December 2022.

1. Windows 11 Survey Report. Techaisle, February 2022. Windows 11 results are in comparison with Windows 10 devices
2. Commissioned study delivered by Forrester Consulting "*The Total Economic Impact™ of Windows 11 Pro Devices*", December 2022.

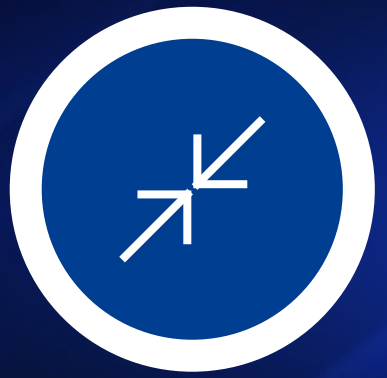
The three principles of zero trust

Zero trust is a security model based on the premise
that no user or device anywhere can have access until safety is verified.

Verify explicitly

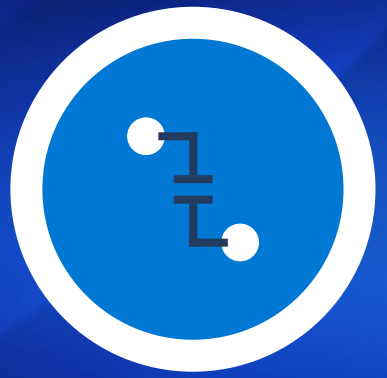
Always authenticate and authorize based on all available data points

Use least privileged access



Limit user access with just-in-time and just-enough-access (JIT/JEA)

Assume breach



Operate in a manner that minimizes blast radius and segment access

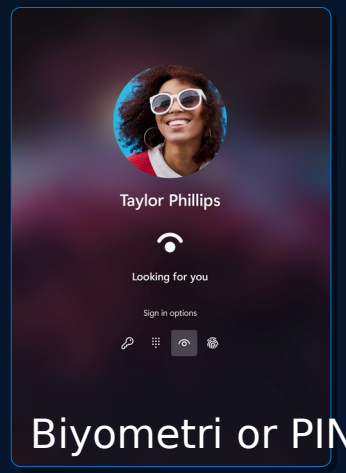
Windows Hello for Business

Identity Protection: Passwordless authentication

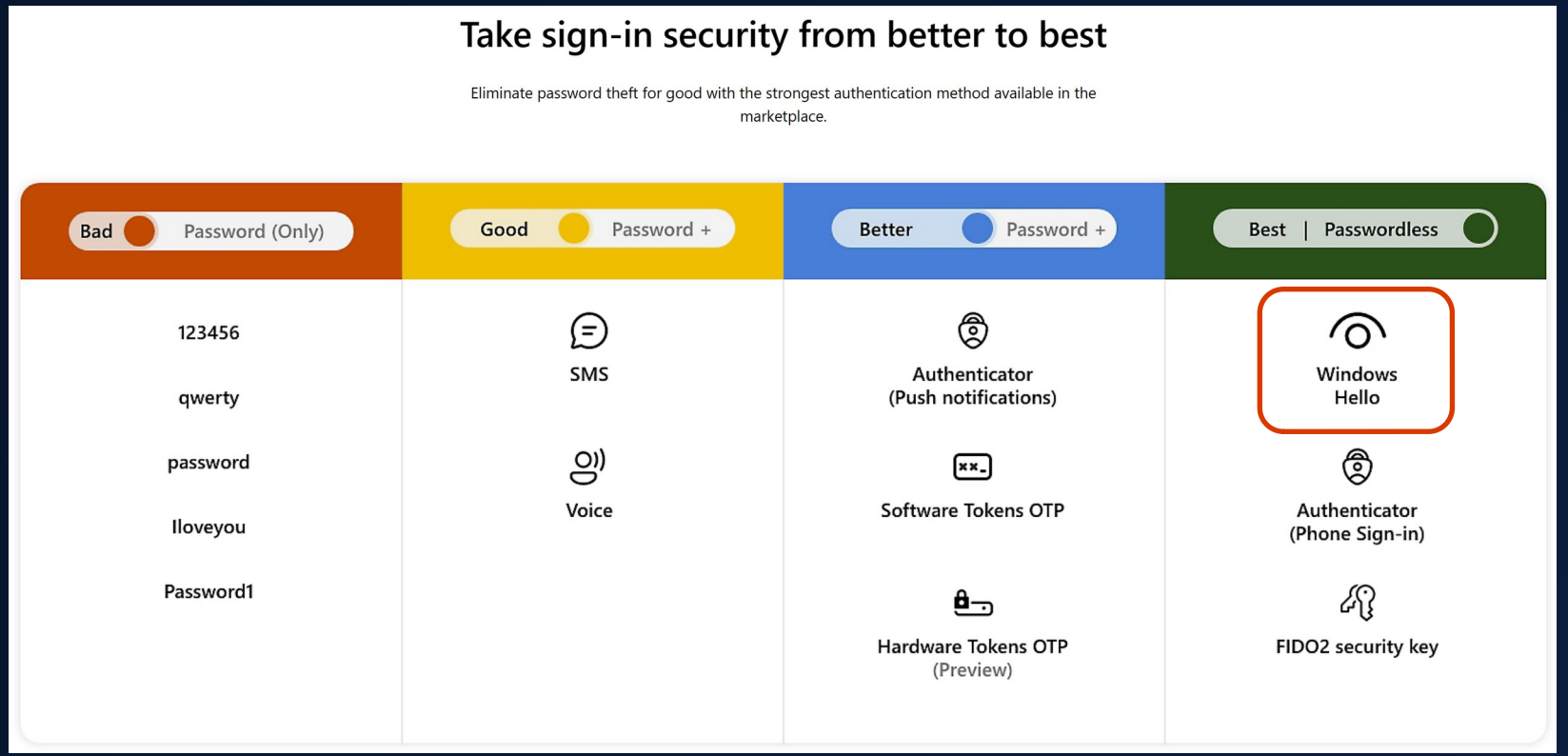
Password is hacked every second

.Hackers don't break down the door, they break in

Don't use passwords to protect one of the most common entry points for .attackers



Biyometri or PIN



Passwordless authentication | Microsoft Security
3. Microsoft internal data, 2023
Use passwordless authentication to improve security (microsoft.com)
Password-less strategy - Windows Security | Microsoft Learn
Windows passwordless experience - Windows Security | Microsoft Learn

Windows Secured-Core PCs

1. Enabled in secured-core PCs.
2. Windows 11 Survey Report. Techaisle, December 2022.

Windows 11
Pro

Keep Productivity

Keep Productivity – 1

IT Management

Easy to manage and compatible with company applications

99.7%

Application compatibility

High Performance

Work anytime, anywhere

61%

Average longer battery life with more responsive performance[1,2]

15%

Increase in end-user productivity

20%

For security and IT teams Increased productivity

Future Ready with AI

Work More in Less Time with Your Personal Assistant Copilot

70%

The employee will be using artificial intelligence to ease their workload

1. Compared to Windows 10 devices. "*Improve your day-to-day experience with Windows 11 Pro laptops*," Principled Technologies, February 2023. LINK 2. Battery life varies based on settings, usage, device, and other factors. 3. Hardware dependent

2. App Assure program data. **3.** Commissioned study delivered by Forrester Consulting "*The Total Economic Impact™ of Windows 11 Pro Devices*", December 2022. Note, quantified benefits reflect results over three years combined into a single composite organization that generates $1 billion in annual revenue, has 2,000 employees, refreshes hardware on a four-year cycle, and migrates the entirety of its workforce to Windows 11 devices. **4.** Compared to Windows 10 devices. Improve your day-to-day experience with Windows 11 Pro laptops, Principled Technologies, February 2023.

?Why to Refresh Devices with new Windows 11 Pro Devices

1

More Security & Productivity

2

Windows 10 End of Support

Windows 10

End of Support

Windows 10 End of Support -2

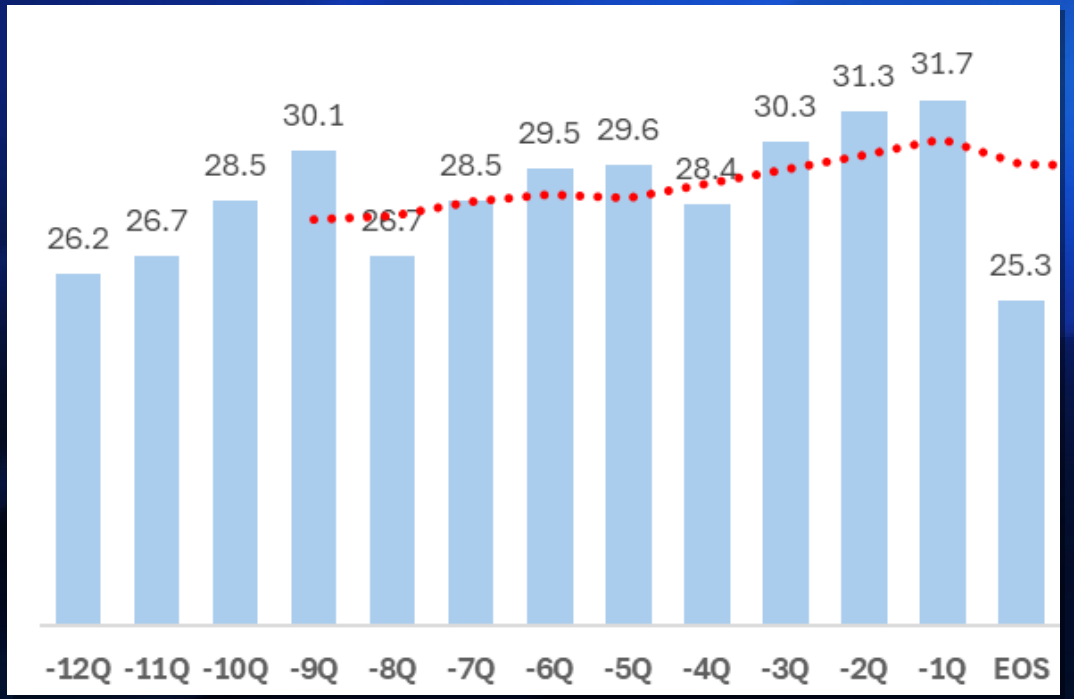
14 October 2025

What are the risks that End of support ?brings

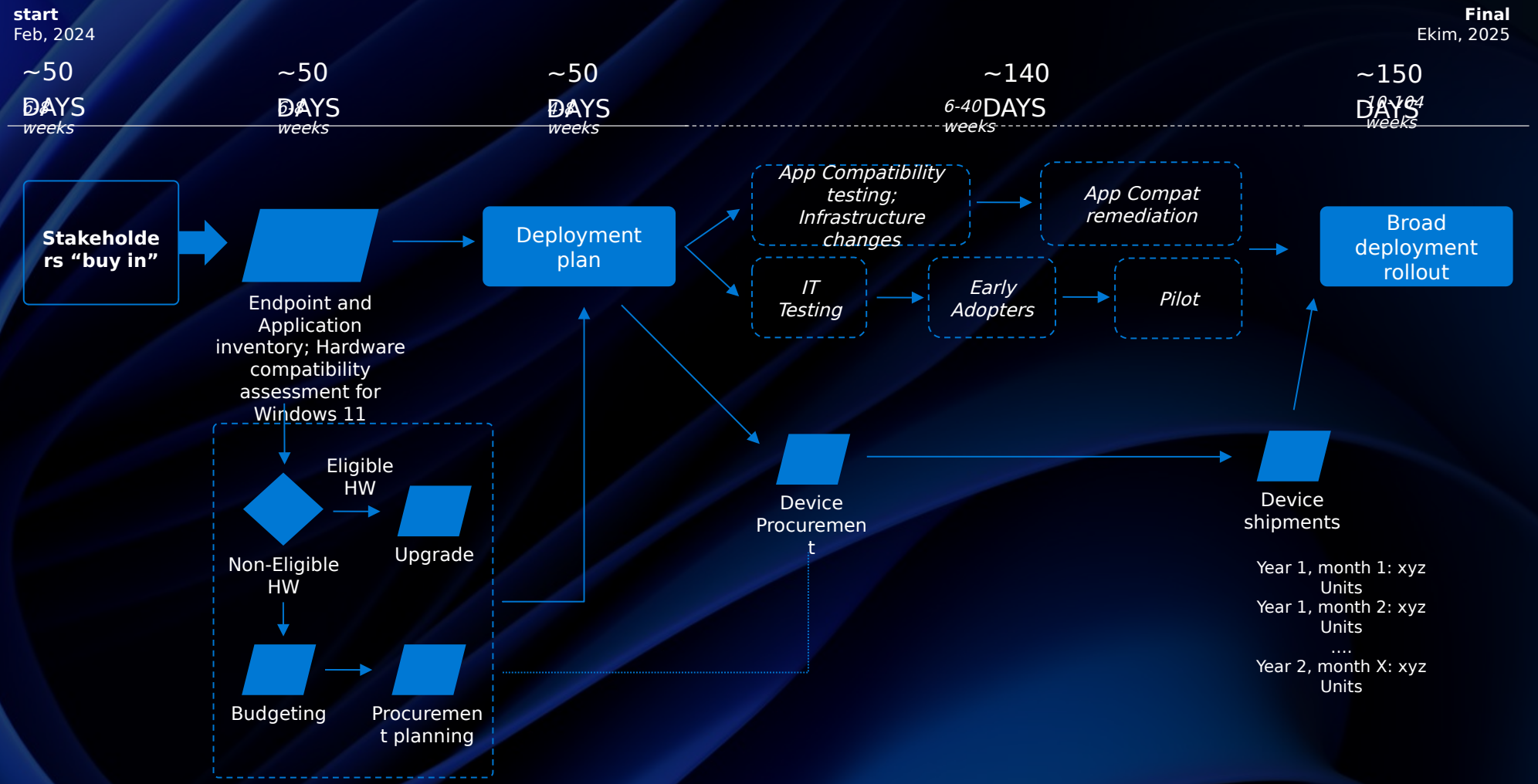
Being vulnerable to security risks and cyber attacks -
Failure to receive new and required security updates -
Inability to get technical support by phone or live -

Pro device volume peaked at 25% YoY before EOS

Pro devices saw an 8-quarter ramp prior to Windows 7 EOS



Even mid-size Windows deployments takes up to 14 months!



Total migration approx. 440 days

on average

In case of

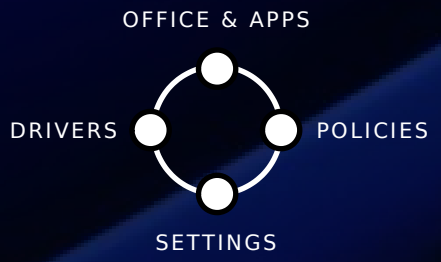
- Budgeting challenges
- Device shortages
- App Compat issues
- Migration challenges

Can easily extend to 600+ days

Timeline example | Windows 11 migration project in mid-size customer

Windows Autopilot

Traditional Set up



Creating a company-specific image, together with all the drivers, applications and settings that the employee needs

Installation of a custom-made image on each new computer that comes with a standard image

Modern Windows 11 Set up

Open Box & Log In

Arrival of the user profile through the cloud

User-customized PC ready to use

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Windows 10 End of Support

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AI-Based Copilot in Windows & Copilot +PC

Windows 11 Pro

Your Personal Assistant

Copilot in Windows

Preview

Protected

Copilot

with Bing Chat Enterprise

Choose a conversation style

More Creative | More Balanced | More Precise

Here are some things Copilot can help you do

Analyze

Create a SWOT analysis about the best collaboration tools

Change your PC settings

Turn on light mode

Windows Copilot uses Bing Chat Enterprise to respond. AI can make mistakes— send feedback to help us improve.

Learn more | Terms of Use | Privacy Statement

Your personal and company data are protected in this chat

Ask me anything...

78°F Sunny

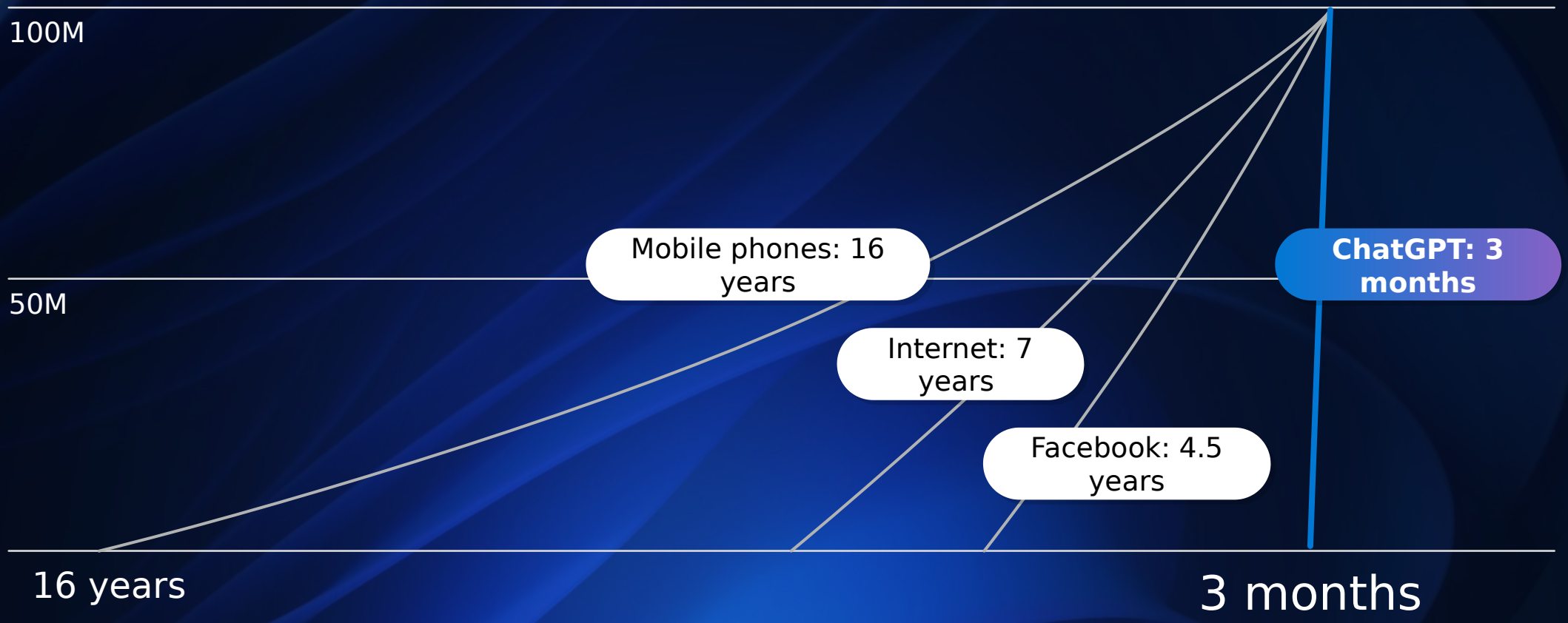
Search

11:11 AM 10/27/2023

Generative AI technology is **here**

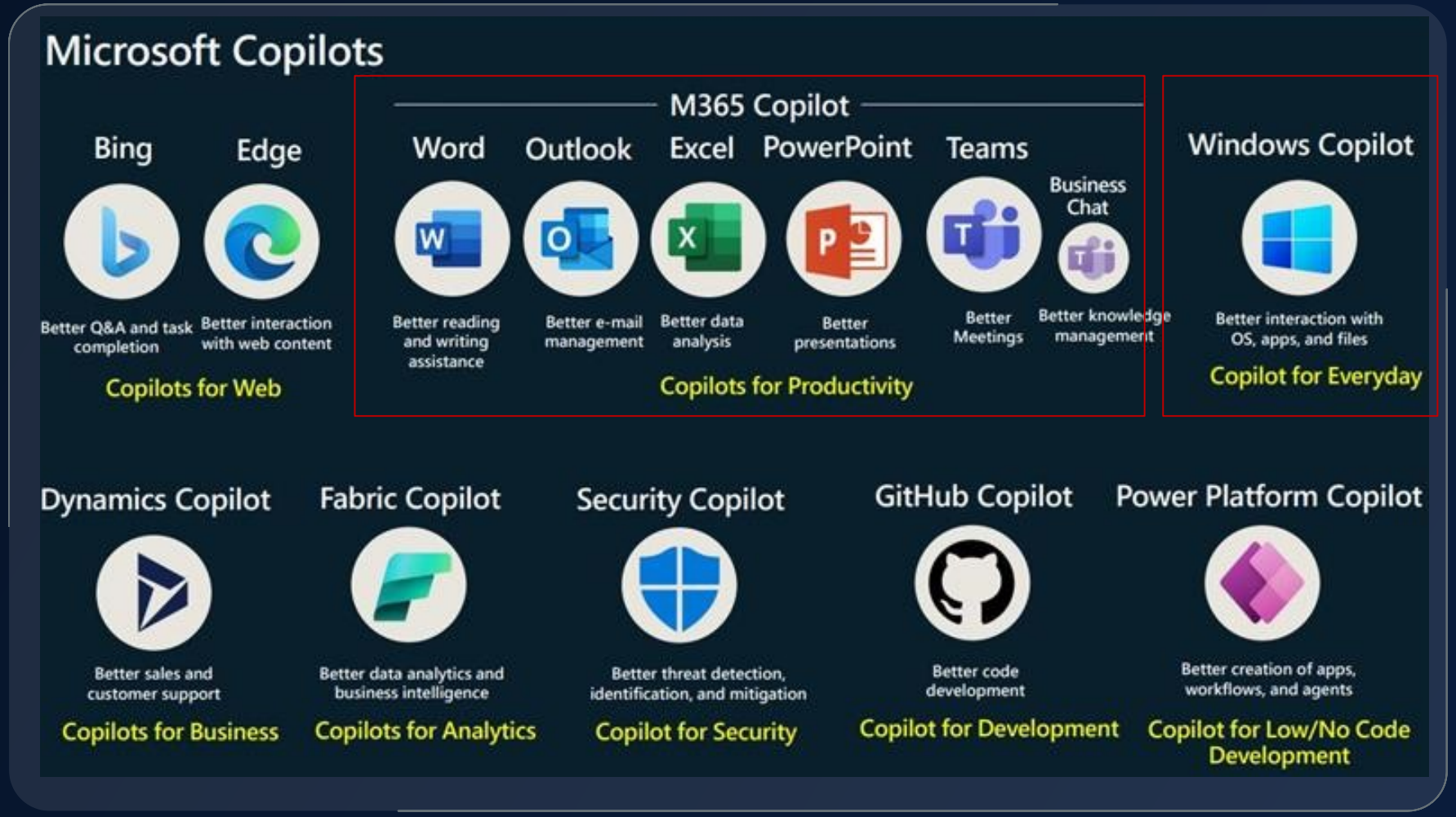
Time to reach 100M users

AI



Source: Microsoft Research

Copilot Product Family



Understanding your AI options

AI adoption →

	Copilot in Windows	Copilot in Windows	Copilot for Microsoft 365
Target segment	Consumer	Commercial	Commercial
Previously known as	Bing Chat	Bing Chat Enterprise	Microsoft 365 Copilot
Web Grounding	✓	✓	✓
Available Cross Platform	✓	✓	✓
AI-powered Web Search, Answers, Content Generation and Summaries	✓	✓	✓
Commercial Data Protection		✓	✓
Microsoft 365 Enterprise Security, Compliance & Privacy			✓
Microsoft 365 Graph			✓
Microsoft 365 Apps Integration			✓
Pricing & Requirements	Free with Windows 11 and Windows 10* Home and unmanaged Pro	Copilot with commercial data protection is turned on by default for eligible Microsoft 365 users. It is available to any organization using Microsoft Entra ID at no additional cost.	**Additional $30/user/month**

* Copilot works across platforms EXCEPT Windows OS settings can only be modified on Windows 10 and 11.
Timing of feature delivery and availability varies by market and device. Use Copilot with a Microsoft Account or use Copilot with commercial data protection at no additional cost by signing into a work or school account (Microsoft Entra ID) with Microsoft 365 E3, E5, F3, A3 or A5 for faculty, Business Premium, and Business Standard. Coming to more Entra ID users over time.
* On compatible devices, see Check Windows 10 System Requirements & Specs | Microsoft; feature availability and functionality varies.

Copilot feature comparison

	For Individuals		For Organizations	
	Copilot Free	Copilot Pro $20	Copilot Free	Copilot for Microsoft 365 $30
Foundational Capabilities	●	●	●	●
Web Grounding	●	●	●	●
Commercial Data Protection	●	●	●	●
Priority Model Access		●		●
Copilot in Outlook, Word, Excel, PowerPoint, and OneNote		●		●
Copilot in Teams				●
Microsoft Graph Grounding				●
Enterprise-Grade Data Protection				●
Customization		Copilot GPT Builder		Copilot Studio

Commercial Data Protection applies when users are signed into their work account using their organization’s Entra ID.

Copilot+PC
A new AI era begins
The fastest, most intelligent Windows PCs ever

Device Revolution

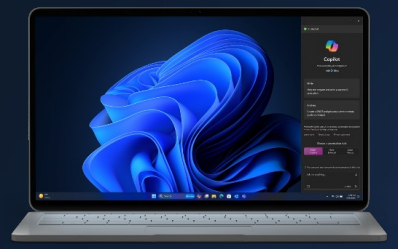
tandard Windows 11 Pro Devic

AI Devices with Copilot Key

40 tops AI Devices with Copilot+

Microsoft Confidential—Shared under NDA—Information subject to change

Explore AI options in Windows 11 Pro devices



Windows 11 Pro PC

- Comes with Copilot[1] available through the Taskbar or by pressing WIN-C on the keyboard

Windows 11 Pro AI PC

- Comes with Copilot
- Has a Copilot Key
- Equipped with a processor that includes an NPU (up to 40 TOPS), CPU and GPU-powered silicon

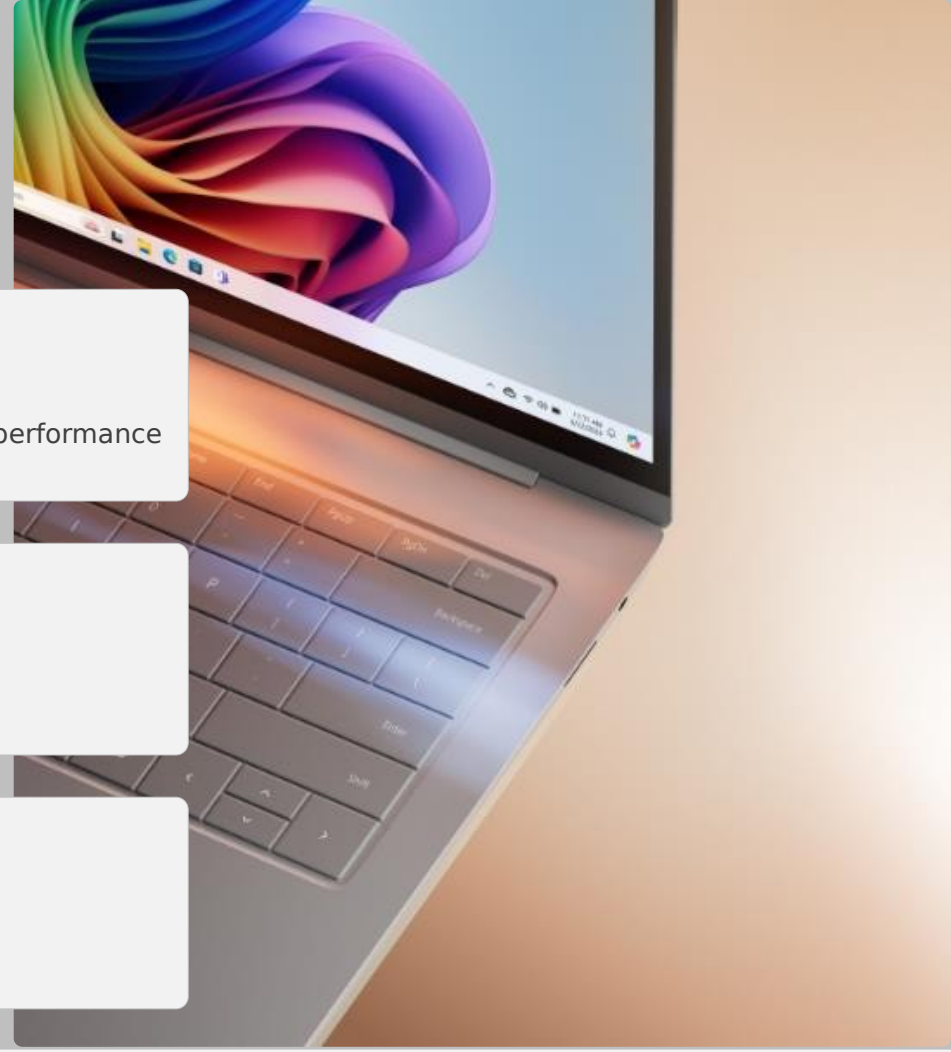
Copilot+ PC

- **The fastest, most intelligent PCs ever**
- Next Gen AI experiences available at launch
- Includes an NPU capable of 40+ TOPS

1. Copilot in Windows (in preview) is available in select global markets and will be rolled out to additional markets over time. Learn more. Copilot with commercial data protection is available at no additional cost for users with an Entra ID with an enabled, eligible Microsoft 365 license.

Copilot+PC

The fastest, smartest Windows PCs ever.



NPU
40*+ TOPs peak performance

Memory
16 GB*

Storage
256 GB*

Highest Performance Computer With next generation silicon, your experience is unmatched with lightning speed and smooth performance.

Custom AI Experiences Accelerate your productivity and creativity with unique Next Gen AI PC experiences.

The Most Secure Windows Ever Copilot+ PCs lock down your privacy and data to safeguard your most sensitive information and employee privacy.

Ready for Business Life and the Future Windows 11 Copilot+ PCs put AI and blazing performance at your service, so your team can respond to business needs with speed, agility, and innovation.

Microsoft Confidential—Shared under NDA—Information subject to change

Neural Processing Units: Enabling the next era in Windows PCs

CPU

Central Processing Unit

Brain of the computer

Performs basic operations from software instructions, loaded from memory

GPU

Graphics Processing Unit

Specialized to render 2D and 3D objects

Can perform operations in parallel, processing vectors of data simultaneously

NPU

Neural Processing Unit

Element of System on Chip (SoC)

Specific architecture for deep learning

Integrated as an element of the SoC

Hardwired matrix without need for memory access

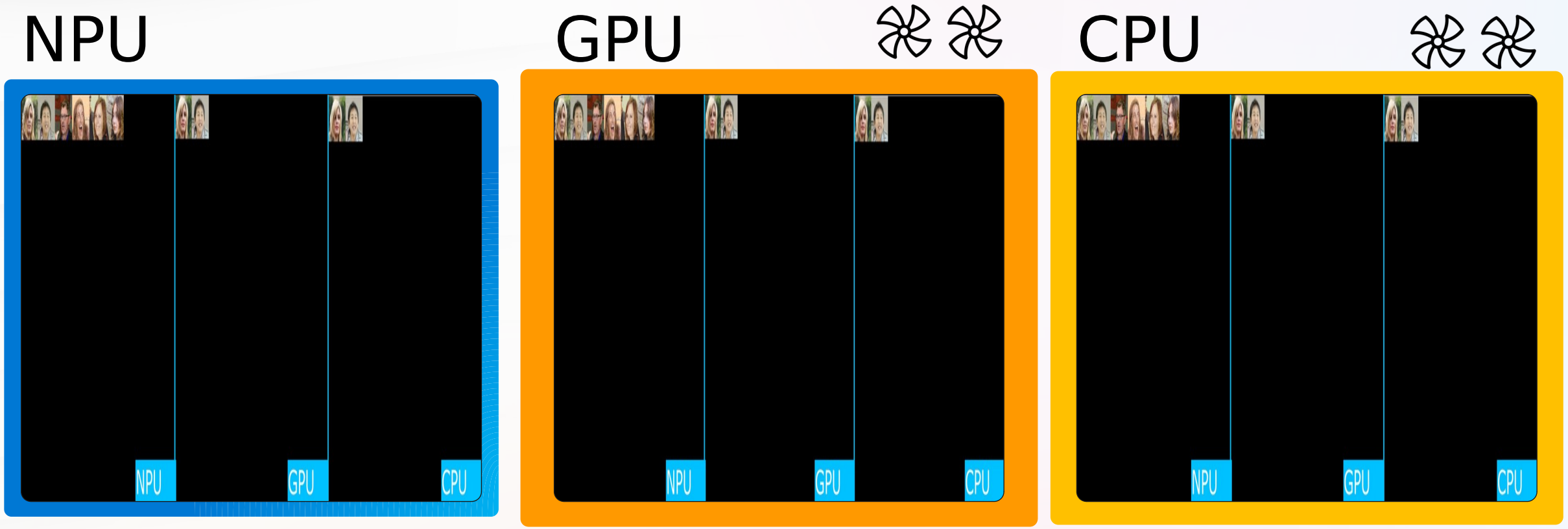
Trained specifics, Inference operations

TOPS

Trillions of Operations Per Second

A measure of the total maximum achievable throughput for an NPU.

How Do NPUs Perform?



Every Windows PC is a Copilot PC

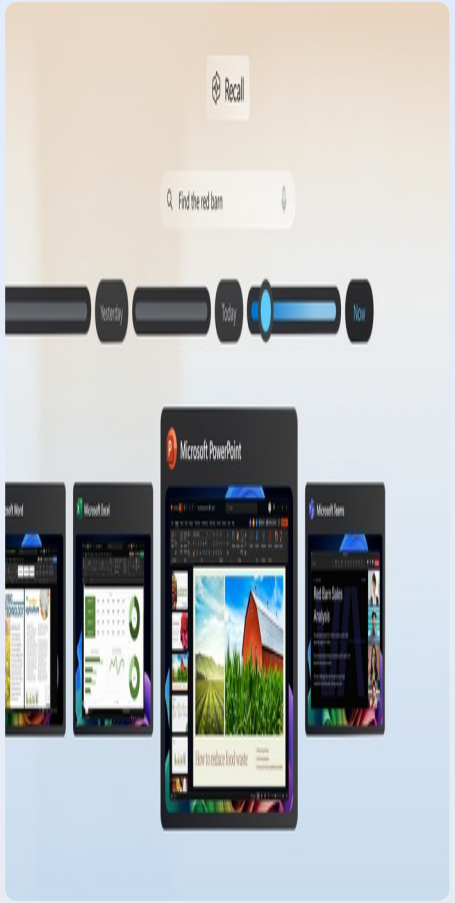
	Windows 11 Pro PCs	Copilot+ PCs
	Accelerate business success	The fastest, most intelligent Windows PC ever
Copilot	Copilot in Windows	Copilot in Windows, plus unique AI experiences
Hardware & performance	CPU and GPU	CPU, GPU, and NPU for faster performance overall and richer AI
Search	Microsoft Search, File Explorer, Copilot[1]	Microsoft Search, File Explorer, Copilot, Recall[2]
Security	Default protection in Windows 11 Pro	Secured-core PC protection and Microsoft Pluton
Video conferencing	Smart videoconferencing	Windows Studio Effects
Live Captions	Live Captions (language to language)[4]	Live Captions with real-time translation[3] (40+ languages)
AI ready	Supports existing AI features and functionality	Ready for next wave of AI innovation

1 Copilot with commercial data protection is available at no additional cost for users with an Entra ID and an enabled, eligible Microsoft 365 or Office 365 license. Copilot in Windows (in preview) is available in select global markets and will roll out starting in summer 2024 to Windows 11 PCs in the European Economic Area.. **2** Optimized for select languages (English, Chinese (simplified), French, German, Japanese, and Spanish). Content-based and storage limitations apply. Learn more. **3** Currently supports translation for video and audio subtitles into English from 40+ languages. Learn more. **4** Supports English, Chinese, French, German, Italian, Japanese, Korean, Portuguese, Spanish, and Danish

New

Copilot + PC

Exclusive Experiences



Recall[*1]

Instantly

Create with

Cocreator

Connect with

Live Captions

Engage your audiences with

Windows Studio Effects

*1 Recall is coming soon through a post-launch Windows Update. Optimized for select languages (English, Chinese (simplified), French, German, Japanese, and Spanish. Content-based and storage limitations apply. Learn more aka.ms/copilotpluspcs.

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Windows 11 Copilot+ PCs announced

Acer Swift 14 AI

Asus Vivobook S 15

Dell Inspiron 14 Plus

Dell XPS 13

Dell Latitude 7455

HP OmniBook X 14

HP EliteBook Ultra

Lenovo Yoga Slim 7x

Lenovo ThinkPad T14s Gen6

Samsung Galaxy Book4 Edge 14

Samsung Galaxy Book4 Edge 16

Surface Pro

Surface Laptop 13.8

Surface Laptop 15

See all these and even more ;-) on featureddevices.microsoft.com

How to Handle Objections?

"We've already upgraded from Windows 7 to Windows 10. Why to upgrade ?

Response

Windows 10 was released 8 years ago. Since then, there have been many hardware innovations.
With Windows 11, every detail is taken into account. It has the strength and confidence you want in a freshly designed look.
Plus, it comes with new AI tools, sounds, and apps.
Windows end of support is October 2025

How to Handle Objections?

Our users are very" familiar with Windows 10. Will there be any problems with switching to a new "?operating system

Response

Windows 11 is built on the same foundation as Windows 10, with features specifically focused on the end-user experience, a redesigned and fresh look, and new tools .and apps

99.7%

application compatibility[2]

How to Handle Objections?

If our current" devices are eligible for Windows 11, why would we consider refreshing our hardware when upgrading the "?operating system

Outdated user devices and software can leave you vulnerable to cyberattacks and data breaches, whether used internally or externally. Deploying Windows 11 on modern, verified hardware can deliver a better return on investment with an extra layer of security against evolving cyberthreats.

Windows 11 is designed for hybrid work and enhanced security, with built-in hardware-based isolation, proven encryption, and strong malware protection

The capability of new devices is high for effective use of artificial intelligence

Windows 11
Thank you